

Position: Chief Marketing Officer / 529 College Savings Product Manager

Reports to: Director and Chief Executive Officer

Position Summary:

This position leads the marketing communications, public and media relations, agency branding, and website for all CollegeInvest products and services as well as, provides 529 College Savings product management including new product development for CollegeInvest.

This position has oversight of a three person marketing department and works closely with the senior sales director. The CMO is responsible for developing, implementing and managing the annual market plans designed to support the organizations objectives. Responsible for ensuring the timely and effective execution of the plan, working with the specialty marketing teams and/or with outside marketing partners.

This role includes the oversight of all issues related to the development and launch of new 529 College Savings products and the ongoing management of existing products through their life cycles. This position is the market expert on the 529 College Savings products and the internal owner of such products. It is this position's responsibility to ensure that the 529 College Savings products/services being offered are meeting the customers' needs.

CollegeInvest is a not-for-profit division of the Colorado Department of Higher Education that serves to help Colorado families break down the financial barriers to College. CollegeInvest's business lines include student financial assistance and 529 college savings plans. As a key member of the senior management team, this person will have key focus on positioning CollegeInvest as the best resource for saving for college in Colorado.

CollegeInvest administers the State's four 529 college savings plans, Scholars Choice (a national advisor-sold plan managed by Legg Mason), Direct Portfolio (a Colorado direct-sold plan managed by Vanguard/Upromise), Smart Choice (a Colorado FDIC insured plan managed by FirstBank), and Stable Value Plus (a Colorado direct-sold plan managed by MetLife). With over \$4.3 billion in assets under management, CollegeInvest represents over 300,000 families nationally through its college savings plans.

We are seeking someone who can act as a strong strategic thinker and facilitator within the organization to achieve results.

Principal Responsibilities:

Media Relations

- Coordinate front-line media inquiries for all CollegeInvest business lines
- Lead agency in crisis communication situations
- Ensure representation from CollegeInvest in a positive light
- Identify opportunities to generate stories supporting CollegeInvest initiatives
- Develop strategies to maximize "unpaid" exposure in the Colorado Markets

Marketing

- Develop strategic plan to achieve organizational goals and initiatives
- Ensure key strategies in marketing plans are designed to accomplish organizational goals
- Oversee the development of marketing plans for all product/service lines
- Manage the marketing department to implement successful marketing initiatives
- Supervise the implementation of marketing plans, setting of goals and tracking of performance and make adjustments consistent with organizational strategies
- Coordinate efforts with multiple internal departments, including sales, to achieve strategic goals
- Responsible for strategic direction and content of CollegeInvest.org website

- Monitor/oversee national marketing efforts by investment manager partners
- Understand and comply with regulatory requirements for marketing materials

Product Management and Development

- Monitor the ongoing performance of the product, including sales volume, profitability to the company and investment performance
- Oversee partner relationships, ensure compliance with contractual obligations
- Monitor market and competitive developments
- Provide analysis and interpretation to inform senior management and director of issues and trends, including changes in federal and state legislation that impact the organization and our customers
- Provide analysis and interpretation of key performance indicators for marketplace and report issues of significance that are driving results
- Anticipate or identify customer needs
- Identify new product opportunities
- Work with CEO and senior management team to develop overall strategic goals/direction and priorities as it relates to new products
- Prepare preliminary business proposals based on market factors and customer needs
- Act as Product Manager on development and implementation

Qualifications and Requirements:

- Minimum 10 years experience in marketing communications, product management or related field. Bachelor degree in marketing, business or a related field.
- Minimum of 3 years management/supervisory experience preferred
- Minimum of 5 years of experience as a key participant in setting strategy for an organization preferred
- Knowledge and experience in developing and implementing marketing plans and budgets
- Demonstrated oral and written presentation skills
- Ability to work in a team environment as well as independently

Application attn: Human Resources,

Submit cover letter and resume via e-mail to jobs@collegeinvest.org or mail attn: Human Resources, CollegeInvest, 1560 Broadway, Suite 1700, Denver, CO 80202. Please apply by September 17, 2012. The interviewing process will begin immediately and continue until the position is filled.

CollegeInvest is an Equal Opportunity employer. In compliance with federal and state anti-discrimination laws, the Department does not discriminate in matters of employment based on disability, race, creed, color, sex, sexual orientation, transgender status, religion, age, national origin, or ancestry.

CollegeInvest is a division of the Colorado Department of Higher Education, dedicated to helping Colorado families break down the financial barrier to college. We do this through simple planning tools, education, 529 college savings plans, and scholarships.